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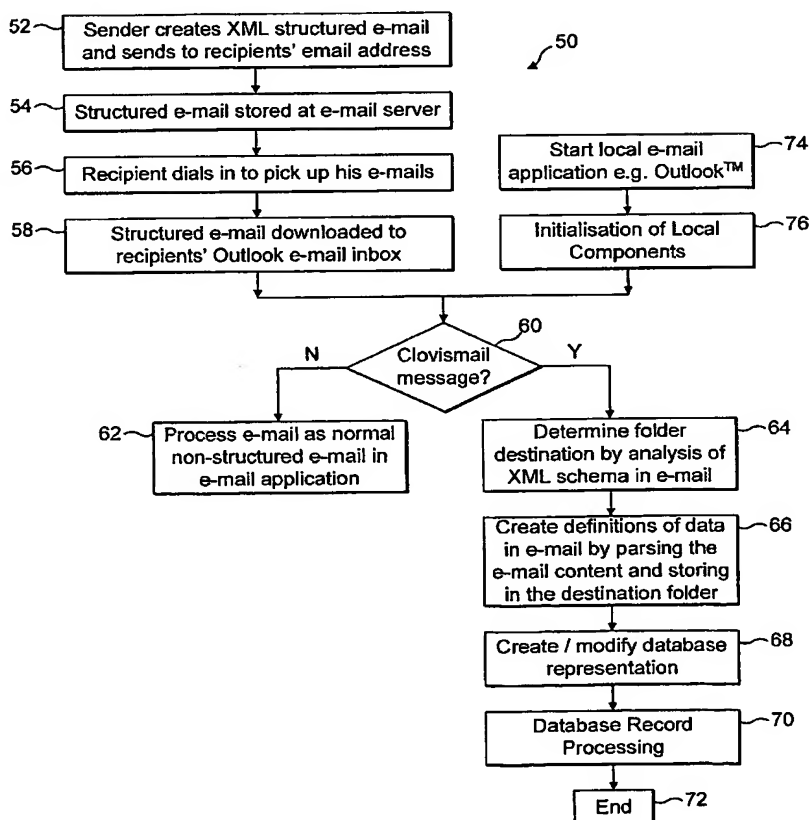
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(54) Title: IMPROVEMENTS RELATING TO COMMUNICATIONS DATA MANAGEMENT



(57) Abstract: A method of a recipient processing a received e-mail to cause data interaction is described. The method comprises: reading a text-based data structure within the text body of the received e-mail message; identifying some pre-stored data of the recipient by use of the data structure; and causing an interaction to occur with the pre-stored data, the interaction being determined by the contents of the received e-mail.

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